

CHECK LIST FOR PLANNING A SPEECH

THE AIM OF EVERY SPEECH IS TO GET A DESIRED RESPONSE FROM ITS HEARERS

- I. DETERMINE YOUR SPECIFIC PURPOSE -- the exact response desired from your hearers. It is the specific thing you want them to do, feel, believe, or understand.

Ask yourself these questions:

- A. In view of myself and my audience, am I trying to accomplish more than I can reasonably expect to achieve?
- B. Is my purpose appropriate for the occasion?
- C. Is it possible to achieve my purpose in the time allotted?

- II. DECIDE WHAT MATERIALS ARE RELEVANT TO YOUR SPECIFIC PURPOSE, AND WHAT SHOULD BE DISCARDED.

- III. ORGANIZE THE RELEVANT IDEAS SO THAT BOTH YOU AND YOUR AUDIENCE CAN DISCERN THEM CLEARLY AND REMEMBER THEM EASILY.

- A. SELECT YOUR MAIN IDEAS.

Ask yourself:

1. Do they directly support the specific purpose?
2. Do they lead to the attainment of this particular purpose, before this particular audience, on this particular occasion?
3. Do they touch the wants of my hearers and arouse their curiosity?
4. Have I limited their number? The fewer the better. Rarely more than two or three main ideas; never more than five.

- B. ARRANGE YOUR MAIN IDEAS IN A SIMPLE PATTERN SO THAT BOTH YOU AND YOUR AUDIENCE CAN REMEMBER THEM.

- C. DEVELOP EACH MAIN IDEA WITH RELEVANT SUB-IDEAS AND INTERESTING SUPPORTING MATERIAL.

Here are the questions:

1. Do my sub-ideas clarify and prove the main idea?
2. Am I using enough facts and figures?
3. Do I get down to cases by using "for-instances" liberally?
4. Do I make myself clear by using comparisons and contrasts?
5. Where can I use visual aids? What types will be best?

- IV. NOW WORK OUT YOUR CONCLUSION

Ask:

1. Have I summarized the chief thoughts of the speech and one them up in a neat package?
2. Have I answered the question "What Now"?

V. AND YOUR INTRODUCTION

Ask:

1. Will my opening sentence snap them to attention?
2. Do I make them want to hear the rest of the speech?
3. Is it brief and to the point?

VI. CRYSTALLIZE YOUR PLANNING BY PUTTING THE RESULTS DOWN IN BLACK AND WHITE --- IN OUTLINE FORM.